



WWAY-TV, LLC  
615 North Front Street  
Wilmington, NC 28401

Great American Media  
3050 K ST NW  
Suite 100  
Washington, DC 20007

## Contract # 161441

**Schedule Dates** 10/25/16-10/31/16  
**Advertiser** DSCC-IE (12758)  
**Agency** Great American Media (1314)  
**Product** Pol- Political Issue (1081)  
**Brand** Political Issue (45927)  
**Salesperson** Millennium - Washington, - (1010)  
**Sales Office** Millennium - Washington  
**Buyer Name** Thomas, Pino,  
**Phone/Fax** /  
**CPE** 49/53/5472  
**Account Types** National/Political-Issue  
**Billing Type** Standard  
**Comments** issue  
NEW POLITICAL ORDER - PLS CF - THANKS

**Date Entered** 09/23/16  
**Last Modified** 09/23/16  
**Entered By** Gary O'Halloran  
**CO-OP** No  
**Headline #** ECR25317193  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$1,085.25  
**Net Total** \$6,149.75  
**Sales Tax**

**WWAY (WWAY)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2016	44	\$6,845.00
Nov. 2016	2	\$390.00
<b>Grand Total:</b>	<b>46</b>	<b>\$7,235.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	7A- 8A (EST)			1	1	1	1			4	\$240.00	\$960.00	WWAY (WWAY)	Good Morning America	9/23/16
2.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	8A- 9A (EST)			X	X	X	X			2	\$240.00	\$480.00	WWAY (WWAY)	Good Morning America	9/23/16
3.0	Normal Line / SPOT	10/29/16-10/29/16	2	:30	8A- 9A (EST)							X		1	\$120.00	\$120.00	WWAY (WWAY)	GMA-Saturday	9/23/16
4.0	Normal Line / SPOT	10/30/16-10/30/16	2	:30	8A- 9A (EST)								X	2	\$120.00	\$240.00	WWAY (WWAY)	GMA-Sunday	9/23/16
5.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	11A- 11A (EST)			1	1	1	1			4	\$40.00	\$160.00	WWAY (WWAY)	The Real	9/23/16
6.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	11A- 12P (EST)			1	1	1	1			4	\$120.00	\$480.00	WWAY (WWAY)	View	9/23/16
7.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	5P- 5:30P (EST)			X	X	X	X			3	\$150.00	\$450.00	WWAY (WWAY)	Early News Channel 3	9/23/16
8.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	5:30P- 6P (EST)			X	X	X	X			3	\$150.00	\$450.00	WWAY (WWAY)	News Channel 3 at 530p	9/23/16
9.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	6P- 6:30P (EST)			X	X	X	X			2	\$200.00	\$400.00	WWAY (WWAY)	News Channel 3 at 6p	9/23/16
10.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	6:30P- 7P (EST)			1	1	1	1			4	\$180.00	\$720.00	WWAY (WWAY)	World News Tonight	9/23/16
11.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	6P- 6:30P (EST)							X		1	\$90.00	\$90.00	WWAY (WWAY)	Channel 3 News at 6p	9/23/16
12.0	Normal Line / SPOT	10/30/16-10/30/16	2	:30	6:30P- 7P (EST)							X		1	\$180.00	\$180.00	WWAY (WWAY)	World News Tonight	9/23/16
13.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	7P- 7:30P (EST)			1	1	1	1			4	\$150.00	\$600.00	WWAY (WWAY)	Entertainment Tonight	9/23/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.



WWAY-TV, LLC  
615 North Front Street  
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3050 K ST NW  
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**Product** Pol- Political Issue (1081)  
**Brand** Political Issue (45927)  
**Salesperson** Millennium - Washington, - (1010)  
**Sales Office** Millennium - Washington  
**Buyer Name** Thomas, Ptno,  
**Phone/Fax** /  
**CPE** 49/53/5472  
**Account Types** National/Political-Issue  
**Billing Type** Standard  
**Comments** Issue  
NEW POLITICAL ORDER - PLS CF - THANKS

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## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/29/16-10/29/16	3	:30	7P- 8P (EST)	2						X		2	\$60.00	\$120.00	WWAY (WWAY)	Entertainment Tonight	9/23/16
15.0	Normal Line / SPOT	10/27/16-10/27/16	3	:30	9P- 10P (EST)	1			X					1	\$450.00	\$450.00	WWAY (WWAY)	Notorious-ABC	9/23/16
16.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	8P- 9P (EST)	1							X	1	\$450.00	\$450.00	WWAY (WWAY)	Once Upon a Time-ABC	9/23/16
17.0	Normal Line / SPOT	10/25/16-10/28/16	3	:30	11P- 11:35P (EST)	3		X	X	X				3	\$120.00	\$360.00	WWAY (WWAY)	News Channel 3 at 11p	9/23/16
18.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	11P- 11:30P (EST)	1						X		1	\$120.00	\$120.00	WWAY (WWAY)	NewsChannel 3 Sunday	9/23/16
19.0	Normal Line / SPOT	10/30/16-10/30/16	3	:30	11:30P- 12:30A (EST)	1						X		1	\$15.00	\$15.00	WWAY (WWAY)	Scandal	9/23/16
20.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	7P- 7:30P (EST)	1	X							1	\$150.00	\$150.00	WWAY (WWAY)	Entertainment Tonight	9/23/16
21.0	Normal Line / SPOT	10/31/16-10/31/16	3	:30	7A- 8A (EST)	1	X							1	\$240.00	\$240.00	WWAY (WWAY)	Good Morning America	9/23/16

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25317193	<b>Changes as of:</b> 9/23/2016 at 2:52 PM	<b>Version:</b> Current State Version 2	<b>Total \$:</b> \$7,235.00
<b>CPE:</b> 49/53/54/72	<b>Flight:</b> 10/25/16 - 10/31/16	<b>Station:</b> WWAY	<b>Total Spots:</b> 46
<b>Agency:</b> Great American Media	<b>Advertiser:</b> DSCC IE	<b>Market:</b> Wilmington, NC	<b>Total CPP:</b> \$0.00
<b>GREAT AMERICAN MEDIA</b> 3050 K ST NW SUITE 100 WASHINGTON DC 20007	<b>Product:</b> issue	<b>Office:</b> WASHINGTON	

**Agency Order #:** 5420427  
**Buyer:** Pino, Thomas  
**Salesperson:** CHRISTIAN CAMBEIRO  
 202-955-5342

**Primary Demo:** Adults 35+  
**Con Type:** POLITICAL/VOTE  
**Assistant:** CHRISTIAN CAMBEIRO  
 202-955-5342

**Total GRP:**  
**Traffic #:** 161441  
**Separation:**

**Comments:** NEW POLITICAL ORDER - PLS CF - THANKS

#	Day/Time	DP	Program	Rate	A3SP Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
							10/25					
1	Tu-F 7a-8a		Good Morning America	\$240.00	0	30	4		4	\$960.00	\$0.00	0.0
2	Tu-F 8a-9a		Good Morning America	\$240.00	0	30	2		2	\$480.00	\$0.00	0.0
3	Sa 8a-9a		GMA-Saturday	\$120.00	0	30	1		1	\$120.00	\$0.00	0.0
4	Su 8a-9a		GMA-Sunday	\$120.00	0	30	2		2	\$240.00	\$0.00	0.0
5	Tu-F 10a-11a		The Real	\$40.00	0	30	4		4	\$160.00	\$0.00	0.0
6	Tu-F 11a-12n		View	\$120.00	0	30	4		4	\$480.00	\$0.00	0.0
7	Tu-F 5p-5:30p		Early News Channel 3	\$150.00	0	30	3		3	\$450.00	\$0.00	0.0
8	Tu-F 5:30p-6p		News Channel 3 at 530p	\$150.00	0	30	3		3	\$450.00	\$0.00	0.0
9	Tu-F 6p-6:30p		News Channel 3 at 6p	\$200.00	0	30	2		2	\$400.00	\$0.00	0.0
10	Tu-F 6:30p-7p		World News Tonight	\$180.00	0	30	4		4	\$720.00	\$0.00	0.0
11	Su 6p-6:30p		Channel 3 News at 6p	\$90.00	0	30	1		1	\$90.00	\$0.00	0.0
12	Su 6:30p-7p		World News Tonight	\$180.00	0	30	1		1	\$180.00	\$0.00	0.0
13	Tu-F 7p-7:30p		Entertainment Tonight	\$150.00	0	30	4		4	\$600.00	\$0.00	0.0
14	Sa 7p-8p		Entertainment Tonight	\$60.00	0	30	2		2	\$120.00	\$0.00	0.0
15	Th 9p-10p		Notorious-ABC	\$450.00	0	30	1		1	\$450.00	\$0.00	0.0
16	Su 8p-9p		Once Upon a Time-ABC	\$450.00	0	30	1		1	\$450.00	\$0.00	0.0
17	Tu-F 11p-11:35p		News Channel 3 at 11p	\$120.00	0	30	3		3	\$360.00	\$0.00	0.0
18	Su 11p-11:30p		Newschannel 3 Sunday	\$120.00	0	30	1		1	\$120.00	\$0.00	0.0
19	Su 11:30p-12:30a		Scandal	\$15.00	0	30	1		1	\$15.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25317193	<b>Changes as of:</b> 9/23/2016 at 2:52 PM	<b>Version:</b> Current State Version 2
<b>CPE:</b> 49/53/5472	<b>Flight:</b> 10/25/16 - 10/31/16	<b>Total \$:</b> \$7,235.00
<b>Agency:</b> Great American Media	<b>Advertiser:</b> DSCC IE	<b>Total Spots:</b> 46
GREAT AMERICAN MEDIA 3050 K ST NW SUITE 100 WASHINGTON DC 20007	<b>Product:</b> Issue	<b>Total CPP:</b> \$0.00
	<b>Station:</b> WWAY	
	<b>Market:</b> Wilmington, NC	
	<b>Office:</b> WASHINGTON	

<b>Agency Order #:</b> 5420427	<b>Primary Demo:</b> Adults 35+	<b>Total GRP:</b>
<b>Buyer:</b> Pino, Thomas	<b>Con Type:</b> POLITICAL/VOTE	<b>Traffic #:</b> 161441
<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Separation:</b>

#	Day/Time	DP	Program	Rate	A35P Rating	Len	10/25 - 10/25		Total Spots	Total \$	CPP	GRP
							10/25					
21	M 7p-7:30p		Entertainment Tonight	\$150.00	0.0	30	1		1	\$150.00	\$0.00	0.0
22	M 7a-8a		Good Morning America	\$240.00	0.0	30	1		1	\$240.00	\$0.00	0.0
						<b>TOTALS:</b>	46		46	\$7,235.00	\$0.00	0.0



125 West 55th St  
New York, NY 10019

**Contract #** 25317193 **Changes as of:** 9/23/2016 at 2:52 PM **Version:** Current State Version 2

**CPE:** 49/53/5472 **Flight:** 10/25/16 - 10/31/16 **Station:** WWAY

**Agency:** Great American Media **Advertiser:** DSCC IE **Market:** Wilmington, NC

**GREAT AMERICAN MEDIA** 3050 K ST NW **Product:** Issue **Office:** WASHINGTON

SUITE 100  
WASHINGTON DC 20007

**Total \$:** \$7,235.00 **Total Spots:** 46 **Total CPP:** \$0.00

**Agency Order #:** 5420427 **Buyer:** Pino, Thomas **Primary Demo:** Adults 35+

**Salesperson:** CHRISTIAN CAMBEIRO **Con Type:** POLITICAL/VOTE **Traffic #:** 161441

202-955-5342 **Assistant:** CHRISTIAN CAMBEIRO **Separation:**

**Special Instructions**

#### Order Level Comments

**Date/Time** **Added by** **Comment**

09/23/16 2:08 PM CHRISTIAN CAMBEIRO NEW POLITICAL ORDER - PLS CF - THANKS

09/23/16 2:08 PM CHRISTIAN CAMBEIRO NEW POLITICAL ORDER - PLS CF - THANKS

#### Competitive Information

**Market Budget:** \$48,233

**WWAY Share:** 15%

**Comment:** ACC

**WECT:** 53%

**WILM:** 7%

**WSFX:** 25%

#### Daypart Summary

Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	46	\$7,235.00	N/A	0.0
<b>Total</b>	<b>100%</b>	<b>46</b>	<b>\$7,235.00</b>	<b>N/A</b>	<b>0.0</b>

#### Monthly Summary

Month	Spots	Dollars
2016-Oct	46	\$7,235.00
<b>Total</b>	<b>46</b>	<b>\$7,235.00</b>

#### Transaction History

Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	9/23/16 2:17 PM					\$0	\$0	
Revision	9/23/16 2:08 PM	CHRISTIAN CAMBEIRO	Confirmed			\$0	\$7,235.00	Changes: Competitive Market Budget from \$47,767 to \$48,233. Demo Meta to [R16], User Entered \$ from \$0.00 to \$7,235.00. Comments from Separation: 30 to NEW
New	9/23/16 2:02 PM	CHRISTIAN CAMBEIRO	New	46		\$7,235.00	\$7,235.00	POLITICAL ORDER - PLS CF - THANKS. 12 buylines added or modified.

#### Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## Political Candidate/Issue Advertising Inquiry Form



<b>Requested By:</b>	
Name/Title	Thomas Pino
Agency	Great American Media
Address	3050 K St. NW Ste. 100 Washington, DC 20007
Phone	202-388-8700
Fax	
Other	
<b>Information/Avails for:</b>	
Candidate/Issue	DSCC-IE
Committee	DSCC-IE
Chairperson	Mindy Myers
Treasurer	
Address	120 Maryland Ave NE Washington, DC 20003
Phone	202-224-2447
Fax	202-969-0354
Other	
<b>Avails:</b>	
Dayparts	
Demos	
Scheduled Dates	
Commercial length(s)	
Other	
Internet	
<b>Other Information request:</b>	
Political Disclosure Statement, Political Rate Card	
<b>Disposition of request:</b>	
Granted. Gary O'Halloran WWAY; Christian Cambiero Millennium DC.	



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em; margin-left: 100px;">WWAY / Wilmington</span>	<b>Date:</b> <span style="font-size: 1.2em; margin-left: 100px;">9/23/16</span>
--	--

I, Great American Media

do hereby request station time concerning the following issue:

DSCC-IE
---------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As	Ordered			

This broadcast time will be used by: DSCC-IE

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

DSCC

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Mindy Myers  
120 Maryland Ave NE  
Washington, DC 20003

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

--

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

--

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

4/22/2016      [Signature]      202-338-8700  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ **Accepted**                      ☐ **Accepted in Part**                      ☐ **Rejected**

[Signature]                      Bry O'Halloran                      PSN  
Signature                      Printed Name                      Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As Ordered					

**Attach proposed schedule with charges (if available):**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual time the rate for spots "communicating a political matter of national importance" air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that and rates for specific spots aired. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.